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Azadi Ka Amrit Mahotsav

Ref.No. FIMT/IQAC/B Com/2022

Date: 31st May 2022

MINOR PROJECT REPORT NOTICE B.COM (H) SEM 2

Date Sheet for the Submission of MPR (112) is as follows:

Submission of Chapter 1	:	15-06-2022
Submission of Chapters 2, 3	:	23-06-2022
Submission of Chapters 4, 5	:	30-06-2022
Submission of Chapter 6	:	10-07-2022
Final Submission of the project	:	15-07-2022

NOTE: Students are requested to submit the project on or before the final submission date i.e., 15-07-2022. No projects shall be accepted after the said date and no extension of date shall be sanctioned for any reason whatsoever.

MINOR PROJECT REPORT RECORD BY TEACHER

1. All faculty members who are taking MPR in B Com (h) Sem 2 have to maintain proper record of MINOR PROJECT REPORT. After finalization of Topic the faculties have to submit MPR in the following format:

Sr. No	Student Name	Enrollment No.	Title of the MPR	Submission status

Dr. S P Singh
(Academic Head)
FIMT

Ms. Ipsa Saxena
(B.Com (h) In Charge)
FIMT

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GUIDELINES FOR MINOR PROJECT REPORT

FORMAT FOR PREPARING THE MINOR PROJECT REPORT

The whole write-up should center on the specific objectives and the conclusion of the project works. Instead of giving a general, topic-like title, be specific to-the-point and emphasize the explicit nature of the course. The total number of pages of the work report should be 45-60 pages.

ARRANGING THE CONTENTS:

(A) The sequence in which the project report material should be arranged and bound should be as follows:

1. Cover Page and Title Page
2. Certificate by Supervisor
3. Declaration Certificate by the candidate
4. Table of Contents
5. Table of Figures etc
6. Acknowledgements
7. Executive summary

(B) Sequence of Chapters.
1) Chapter 1   Introduction
   a) Topic Introduction
   b) Company profile
2) Chapter 2   Literature Review (At least 10-15 Research Papers)
3) Chapter 3   Research Methodology
   a) Objective of Research
   b) Type of Research
   c) Sources of Data (Secondary Data only)
   d) Method Of Data Analysis
4) Chapter 4   Result & Discussion (i.e. 7 P's , SWOT , Maslow's Theory , Herzberg Theory   , Distribution Network , Ratio Analysis etc)
5) Chapter 5   Conclusion

(C) After the Chapters following to be included:
1) Bibliography
2) Annexure (if any)

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(A) **Explanation of the Contents:**

1. **Cover Page and Title Page**

Project reports should normally be bound using temporary binding to facilitate the incorporation of amendments which might be required by the examiners. After internal examination project report should be hard bound to resist damage or knocking. Hard Bound must be black in color and with golden color engraved on it. Hard Bound reports should have the following printed/embossed on the cover:

Cover page as shown in Annexure I and on the spine:

"Title of the Project" Year

2. **Certificate**

The Bonafide Certificate of Supervision of the project by the supervisor(s) shall be in double line spacing using Times New Roman font size 12, as per the format shown in Annexure II. The heading CERTIFICATE Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top of the page. The main content of the Certificate must start 5 to 6 single line spacing from the title CERTIFICATE.

The certificate shall carry the supervisor's signature in original and shall be followed by the supervisor's name, academic designation (not any other responsibilities of administrative nature).

3. **Declaration Certificate by the candidate**

In declaration certificate student declared that the work which is presented and done in project with entitled shall be in double line spacing using TIMES NEW ROMAN font size 12, as per the format shown in Annexure III.

The heading DECLARATION CERTIFICATE BY THE CANDIDATE Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top of the page. The main content of

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the Certificate must start 5 to 6 single line spacing from the title DECLARATION CERTIFICATE BY THE CANDIDATE.

4. Table of Contents

The table of contents should list all the contents following this section. The preceding section like the Title Page, Certificate will not find a place amongst the items listed in the Table of Contents, but the page numbers in lower case Roman letters shall be accounted for them.

The title TABLE OF CONTENTS in Times New Roman with size 12 bold as heading be placed in centre should start about 50 mm -60 mm from the top of the page. One and a half spacing should be adopted for typing the contents in a manner shown in specimen copy of the Table Contents as given in Annexure IV. The main text of TABLE OF CONTENTS should begin thereafter 5 to 6 single line spacing from the title TABLE OFCONTENTS.

5. Table and figures

Tables & Figures in a chapter should be typed in title mode in single space in Time New Roman with font size 12. The titles of tables should be placed directly above the table whereas the titles of figures should be placed directly underneath the figure in the very same page which refers to the contents they annotate. Footnotes should be used sparingly. They should be typed single space and placed directly underneath in the very same page which refers to the material they annotate in case of the material requiring more space the same may be allotted on the same page by increasing the footnote margin and it should not spill over to the next page.

By the word Table is meant the representation of tabulated numerical as well as non numerical data in the body of the project and also in the appendices. All other non-textual material used in the body of the thesis and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures. A proper representation of a table or a figure and its placement immensely adds to the ability to comprehend the work.

6. Acknowledgements

Acknowledgements shall be brief and should not exceed one page when typed in 1.5 line spacing Times New Roman with font size 12 within the specified margin of the page. It should begin with

title ACKNOWLEDGEMENTS Times New Roman with font size 14 bold as heading placed in centre should start about 50 mm -60 mm from the top of the page. The main text of ACKNOWLEDGEMENTS should begin thereafter 5 to 6 single line spacing from the title.

7. Executive summary

Executive summary should be an essay type of narration not exceeding one page outlining the research problem, the methodology used, a summary of the findings, possible applications of the research, and suggestions/directions for future research. The summary should not contain cross citations and should be typed 1.5 line spacing, in Times New Roman with font size 12 within the specified margin of the page.

The heading EXECUTIVE SUMMARY should be Times New Roman font size 12 bold in the center should start about 50 mm -60 mm from the top of the page. The main text of abstract should begin thereafter 5 to 6 single line spacing from the title EXECUTIVE SUMMARY.

(B). Explanation of Chapters.

Chapters of a Project Report may be broadly divided into 5 chapters:

(i) Introduction: It should be bifurcated into 2 parts: a) Topic of the Research to be explained briefly b) Company profile to be included.

(ii) Literature Review: A literature review will discuss published information in a particular subject area, and sometimes information in a particular subject area after 2012. It can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis.

(iii) Research Methodology : It must include the following :

    a) Objective of the Research: Research objectives are the outcomes that you aim to achieve by conducting research. It may contain more than one research objective.

    b) Type of Research: In this type of the research adopted for the project is to be specified. Types of research are the different methodologies used to conduct research. Based on research goals, timelines and purposes, different types of research are better suited for certain studies.

    c) Source of Data: in this secondary data has to be used. Secondary data is research

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data that has previously been gathered and can be accessed by researchers. Also explain the types of secondary data (books, newsletter, blogs, and website used in the project.

    d) Method of Analysis

(iv) Result & Discussion: It should include the various theories applicable to the research project i.e. 7p's Analysis, SWOT, BCG, Herzberg Theory, Maslow's need Hierarchy, Ratio Analysis etc).

(v) Conclusion: The conclusion of a research paper is where you wrap up your ideas and leave the reader with a strong final impression. It has several key goals: Restate the research problem addressed in the paper. Summarize your overall arguments or findings.

(C). Bibliography:

Any work of other person or researchers if used either directly or indirectly in the research must be appropriately acknowledged and indicated at appropriate places in the thesis. It could be a journal paper, a paper in conference proceedings, a monograph, a personal communication, or a book; in physical or electronic form. The REFERENCES must be divided in three parts sequentially as given below

1. The reference paper used in project

2. The Name of books

3. The URL name from which the content is taken Listing of References in the REFERENCE section

The listing of references should be typed in alphabetical order of the first author's name in single spacing starting 4 spaces below the heading REFERENCES in Times New Roman with font size 14 bold. The name/s of the authors/authors should be immediately followed by the year and other details. The references should be serially numbered, separated by single space. The papers (in journal or proceedings) should be in sentence mode followed by the name of journal (in italics), vol. issue, and page (from-to) while the book titles should be in title mode in italics followed by the place and publishers. E-resources should have their proper URL.

A typical illustrative list given relates to the citation examples quoted above. For typing the references, Times New Roman with font size 10 is recommended.

Example Jha, J.K. and Shanker, K., 2009. A single-vendor single-buyer production-inventory model with controllable lead time and service level constraint for decaying items.*International Journal of Production Research*, Vol. 47, Issue 24, pp. 6875–6898.

General Guidelines for MPR

1. The cover page of the MPR should be of Black Base with printing in Golden Ink.
2. The size of the report would depend on the MPR undertaken. However, it must be of 45-60 pages types, 1.5 spacing on A4 size paper.
3. All the students are required to use uniform font and format i.e.,
   - Normal text : Times New Roman in size 12 , No Underline
   - Chapter Heading Size : Times New Roman in size 14 , Bold , Uppercase , No Underline
   - Sub Heading : Times New Roman in size 12 , Bold , No Underline
   - Footnotes and reference : Times New Roman in size 10 throughout the text of the MPR
4. The submission of the work shall be done on the periodic basis as per given in the schedule.
5. The MPR should be in "justify" alignment.
6. The page margins should be "Normal", all side 1".
7. 50 marks- External Viva and 50 marks- Internal Viva along with file.

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MINOR PROJECT REPORT

ON

"DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER"

IN PARTIAL FULFILLMENT OF
BACHELORS OF COMMERCE [B COM (H)]
[2021-24]

Guided By:
(Name of the Supervisor)
(Designation)

Submitted By:
(Name of the Student)
(Enrollment No.)

FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY

KAPASHERA, NEW DELHI

AFFILATED TO:

GURU GOBIND SINGH INDRAPASTHA UNIVERSITY

(DWARKA, NEW DELHI)

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DECLARTION BY THE CANDIDATE

I hereby declare that the work, which is being presented in this project entitled **"DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER"**, is an authentic record of my own work carried out by me under the supervision and guidance of **(NAME OF THE SUPERVISOR)** project guide, FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

This project was undertaken as a part of the major project report as per the curriculum of GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI for the partial fulfillment of B COM (H) from FAIIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

I have not submitted the matter embodied here in this project for the award of any other Degree/Diploma.

(STUDENT NAME)
  (ENROLLMENT No.)
(COURSE)

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CERTIFICATE

This is to certify that this MINOR PROJECT REPORT **"DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER"** is submitted by **"NAME OF THE STUDENT"** who carried out the project work under my supervision. I approve this project for submission of the Bachelor of Commerce (Hons.) in the department affiliated to Guru Gobind Singh Indraprastha University, Delhi.

Date:

(Name of the Supervisor)

Designation

FIMT

TABLE OF CONTENT

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75
Azadi Ka
Amrit Ka **Mahotsav**

ACKNOWLEDGEMENT

The project entitled **"DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER"** for one required an improved environment, extensive Endeavour, and all necessary support. I take this an opportunity to express my gratitude to **(NAME OF THE SUPERVISOR)**, my project guide for her able guidance, cooperation and out of the box thinking without which this project would not have been exciting at all.

The successful progression of my project also gives me the opportunity to acknowledge and appreciate the staff of the college that provide me much needed stimulating suggestions and encouragement in order to stem this project towards completion.

Thanking You

(Name of the student)

(Enrollment No.)

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EXECUTIVE SUMMARY

The fiercely competitive Indian retail environment has forced the retail businesses to focus extensively on customer retention of their existing customers. As a result, leading Indian retailers launched their loyalty programs offering a range of attractive tangible and intangible rewards to their customers, with an aim to retain them and enhance the retail performance. These programs not only engaged increasing number of members over the years, but also generated huge proportion of sales and profits from these members. When consumers join a loyalty program, to accumulate rewards more quickly, they are likely to concentrate their purchases on one firm, such as buying all the things from one store only. Furthermore, because loyalty program members tend to overlook negative experiences with the firm and are less likely to compare the firm with competitors, they are more likely to buy exclusively from the firm. I have expressed my experiences in my own simple way. I hope who goes through it will find it interesting and worth reading. All constructive feedback is cordially invited.

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Azadi Ka Amrit Mahotsav

S.No.	Name	Enrollment No	Name of Supervisor
**B.COM-II (Hons.) 2021-2024**			
**MPR (112) ALLOTMENT**			
1	ARYAN KUMAR SINGH	00190188821	
2	PRATEEK SHARMA	00290188821	
3	GAURAV KALIA	00390188821	
4	PRIYA KUMARI	00490188821	
5	VANSH NANWANI	00590188821	
6	HARSH KARSOLIYA	00690188821	**Dr. Leelawati**
7	KHUSHI LODHI	00790188821	
8	LAKSH KALRA	00890188821	
9	ANSH BHARDWAJ	00990188821	
10	YUVRAJ BHARDWAJ	01090188821	
11	NAMAN YADAV	01190188821	
12	VIKRAM PRASAD	01290188821	
13	MEGHA SRIVASTAVA	01490188821	
14	YAKSHIT SHARMA	01590188821	
15	ROHIT	01690188821	
16	PRIYANSHU BEHURIA	01790188821	
17	PRIYANSHU SHARMA	01890188821	
18	HARSH GUPTA	01990188821	**Ms. Sonam**
19	KRISHI JAIN	02090188821	
20	ARJUN PUNDIR	02190188821	
21	SANYA ARORA	02290188821	
22	HIMANGI VERMA	02390188821	
23	RISHABH	02490188821	
24	MANSI NEGI	02590188821	
25	ABHISHEK SWARNKAR	02690188821	
26	VIREN NARWAL	02790188821	
27	VISHAL VASHIST	02890188821	
28	RAHUL TAYAL	02990188821	
29	KARAN GIRI GOSWAMI	03090188821	
30	AMAN SHERPA	03190188821	**Mr. Ashu**
31	KSHITIJ VATS	03290188821	
32	ANSHU YADAV	03390188821	
33	GAURAV YADAV	03490188821	
34	NIKHIL MISHRA	03590188821	

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35	TANISHA	03690188821	
36	ABHISHEK TIWARI	03790188821	
37	SAMAKSH CHAUHAN	03890188821	Ms. Ipsa Saxena
38	SHAILBALA	03990188821	
39	DEVESH PAUL	04090188821	
40	ABHIPREET YADAV	04190188821	
41	AMAN JAYNI	04290188821	
42	DEV SHARMA	04390188821	
43	RAHUL SHARMA	04490188821	
44	ABHYUDAI KOTNALA	04590188821	
45	SHRISTI	04790188821	
46	NISHANT ROUT	04890188821	
47	ARYAMAN	04990188821	
48	ANURAG SINGH	05090188821	
49	SATYABRAT NAYAK	05190188821	Dr. Suman Yadav
50	VANSH KUMAR	05290188821	
51	MAYANK JAKHAR	00151488821	
52	MUSKAN KUNDU	00251488821	
53	LOVEY RANA	00351488821	
54	NOEL JAI ANTONY	00451488821	
55	TUSHAR ANAND	00551488821	
56	PARTH SHARMA	00651488821	
57	ANURAG JAIN	00751488821	
58	AKASH MAZUMDAR	00851488821	

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